INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1640 — Washington, D. C. — July 13, 1957

Schedule of 1958 Canners Convention; N. C. A. Banquet Again To Be Big Event

On this page is a diagram of the principal program events and activities of the N.C.A. Convention in Atlantic City, January 20-23, as a guide to members of the industry in making their own individual plans.

The pattern of events and program for the Convention will follow the pattern of the 1957 Convention, but with a few variations, one being that the Convention will open on a Monday rather than a Saturday. Plans for the Convention were approved by the Convention Program Committee at its meeting in Washington in May.

There will be three general sessions, one each morning between the hours of 10 and 12, on Monday, Tuesday, and Wednesday.

The technical sessions will be scheduled during the luncheon period, 12 to 2, and on Thursday morning.

This arrangement allows maximum time—morning and afternoon—for sales personnel to hold sales conferences and for production and research personnel to visit the C.M.&S.A. exhibit and discuss production and equipment problems.

Meetings of N.C.A. Committees and the Administrative Council and Board of Directors will be held Saturday and Sunday, January 18 and 19.

The customary social events will be held in the evenings and, in addition, N.C.A. has scheduled a banquet and entertainment for the night of Tuesday, January 21.

N.C.A. Banquet Plans

N.C.A. explained in a letter to the membership this week that this new Convention feature will give canners an opportunity to be hosts to their brokers and buyers and other guests at the Convention. It was suggested that this date be reserved now and that guests for this event should be lined up now.

The Tuesday program is being developed as a "marketing day." The general session that morning will be devoted to marketing and sales, and will be planned to have special broker appeal. The annual Food Editors Conference, that afternoon, also will be programmed for the special benefit of brokers and buyers.

The N.C.A. banquet on Tuesday evening thus will be a fitting climax to this day of recognition of the importance of the food broker to the canning industry. It is expected that members will be asked in about two months to estimate the number of banquet tickets they will need.

N.C.A. Scheduled To Testify at Hearings on Food Additives

Food additive legislation will be the subject of hearings by the Health and Science Subcommittee of the House Interstate and Foreign Commerce Committee beginning July 15.

N.C.A. testimony has been scheduled July 22.

The Health and Science Subcommittee is headed by Representative Williams (Miss.) as chairman and also includes Representatives Dies (Texas), Rhodes (Pa.), O'Brien (N.Y.), Dingell (Mich.), Loser (Tenn.), Heselton (Mass.), Bush (Pa.), Schenck (Ohio), Carigg (Pa.), and Neal (W. Va.).

Among the bills before the Subcommittee is the Admininstration-sponsored H. R. 6747, introduced by Representative Harris (Ark.), chairman of the over-all Committee. Other food additive bills before the Subcommittee are H. R. 366 (O'Hara of Minn.), H. R. 7700 (Fulton of Pa.), H. R. 7798 (Delaney of N. Y.), H. R. 7936 (Sullivan of Mo.), H. R. 8112 (Miller of Nebr.), H. R. 8390 (Harris of Ark.), and H. R. 8629 (Wolverton of N. J.).

Subcommittee chairman Williams has requested the cooperation of the National Academy of Sciences in the selection of a panel of experts to assist the Subcommittee in its discussion of the scientific problems involved, and Detlev W. Bronk, presi-

1958 Canners Convention Schedule

(TENTATIVE—SUBJECT TO REVISION AND ADDITION)

Pre-Convention Functions		Monday Jan. 20	Tuesday Jan. 21	Wednesday Jan. 22	Thursday Jan. 23
Sunday, Jan. 19:	10:00 to 12:00	GENERAL SESSIONS			Technical Sessions
Administrative Council		Annual Meeting	Marketing	Research	
Board of Directors	12:00 to 2:00	SPECIAL AND TECHNICAL SESSIONS			
			Food Editors Conference		
Old Guard Banquet	Evening	Young Guard Banquet	N. C. A. Banquet and Entertainment	C. M. & S. A. Dinner Dance	
C. M. & S. A. Show					

dent of the National Academy, has indicated the Academy's willingness to cooperate.

When controversial questions about the Salk vaccine were being discussed during the 84th Congress, the Academy assisted in selecting a panel of experts qualified to discuss the scientific problems.

Small Business Administration

The Senate Banking Committee has recommended that the Small Business Administration be extended only one year, rather than permanently as provided in legislation passed by the House.

The Committee reported to the Senate on July 9 a bill, S. 2504, extending the life of the SBA to July 31, 1958, and raising the maximum on outstanding business loans from $230 million to $305 million.

The House had passed a bill, H. R. 7963, making the SBA a permanent federal agency (see INFORMATION LETTER of June 29, page 231).

Extensive hearings on Small Business Act legislation were held by both the House and Senate Banking Committees, but the Senate group recommended the one-year extension because of the brief period of time remaining before the Small Business Act of 1953 expires on July 31.

By acting on a clean bill rather than seeking to amend the House-passed H. R. 7963, the Senate Banking Committee retains H. R. 7963 for further consideration next year.

Hearings on Food Prices

The special Consumer Subcommittee of the House Agriculture Committee will resume hearings July 16 for the purpose of hearing farm organizations and union representatives.

The subcommittee chairman, Representative Anfuso (N. Y.), explained that earlier hearings considering food cost trends did not allow sufficient time for these groups to testify and a number of farm groups have requested the opportunity to present additional material.

Domestic Sugar Quotas

USDA on July 5 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1957 from 9.1 to 9.3 million tons.

President Calls Conference on Small Business Problems

The President on July 9 invited 1,000 members of business, education, and research to attend the first President's Conference on Technical and Distribution Research for the Benefit of Small Business. The Conference will be held this year in Washington September 24-26.

"This first national Conference on Technical and Distribution Research has been called to assist small manufacturers, wholesalers and retailers in using modern methods and techniques for developing and improving their products and increasing their sales," the White House announced.

In its first progress report to the President, the Cabinet Committee on Small Business recommended that a conference be held to develop a program so that small firms can determine what technical and distribution assistance and information is available and how to use it profitably (see INFORMATION LETTER of Aug. 25, 1956, page 287).

The Conference has been planned and will be conducted primarily by leaders from business, research, and education, with the cooperation of the Department of Commerce and the Small Business Administration, the White House said.

According to the announcement, the Conference program will be devoted to:

"(1) Developing a further understanding of the needs and present practices of small business in the fields of technical and distribution research.

"(2) How small business can help itself through research.

"(3) How to effectively use information from, and services of educational institutions; trade and small business associations; large business; federal government agencies; consulting firms, research institutes, testing laboratories, consultants; business and trade press; professional and technical societies; special libraries; and state development organizations.

"(4) Recommending effective means for communicating the results of the Conference to the small business man."

Practical case studies and illustrations will be emphasized, and participants will have an opportunity at small workshop sessions to exchange ideas and suggestions.

Because of the broad scope and variety of problems that confront businessmen today, a carefully planned research survey was initiated to assure focusing attention upon the immediate needs and interests of small business. Two research groups conducted a nationwide study with the aim to determine the activities, ideas, and problems related to technical and distribution research and to obtain constructive suggestions from a cross-section of America's small business.

Dr. Eric A. Walker, president of Pennsylvania State University, is serving as general chairman of the Conference.

Dr. Charles N. Kimball, president, Midwest Research Institute, Kansas City, Mo., is deputy chairman in charge of the program devoted to product development.

Arthur H. Motley, president, Parade Publications, New York City, is the deputy chairman responsible for the program on distribution research.

C. Lincoln Jewett, manager, Washington office of Arthur D. Little, Inc., is serving as executive director of the Conference.

Canned Food Pack Statistics Bulletin Mailed

The annual N.C.A. bulletin of *Canned Food Pack Statistics*, including details of the 1956 packs of canned fruit and vegetable products, has been mailed to the industry.

The bulletin includes statistics on the 1956 packs of 34 canned fruits and 26 canned vegetables, with comparisons with packs of previous years. For a number of items the bulletin gives the industry's total production by container size and principal states where packed, for 1956 and the four preceding seasons.

Also, in response to requests from a number of canners, the bulletin this year contains detail on canned vegetables on the basis of 24/303's.

These data have been published in the one bulletin entitled *Canned Food Pack Statistics, 1956*.

The information is compiled from data furnished by individual canners, members and non-members, and is useful as historical reference to canners, allied industries, and government agencies.

Additional copies may be obtained upon request to the N.C.A. Division of Statistics, which compiles and publishes the pack bulletin with the assistance of the Information Division.

Earl Butz Leaves USDA

Earl L. Butz has resigned as Assistant Secretary of Agriculture, and has been appointed Director of the Indiana Agricultural Extension Service effective August 1.

Dr. Butz succeeds Dr. Harry J. Reed, Indiana director of extension since 1939, who will retire. Dr. Butz also will serve as Dean of the School of Agriculture and director of the Agricultural Experiment Station at Purdue University.

Dr. Butz was appoineed Assistant Secretary of Agriculture in 1954. He was granted leave at that time from his position as head of Purdue's department of agricultural economics.

The American Home

June M. Towne, food director of *The American Home* magazine, titles one of the July articles "Take A Can of Soup," and she goes on to say in the subtitle, "and a sandwich, and you've got the makings of a nourishing meal. The delightful combinations are endless."

Among the soup suggestions for summer appetites are recipes for fish chowder, jellied chicken gumbo, egg drop soup, cucumber soup, and cheese soup. Each recipe is accompanied by a sandwich suggestion. Five colorful pictures show the soups and sandwiches attractively served. Canned soups used are beef bouillon, chicken broth, cream of mushroom, chicken gumbo, cream of celery, and clam chowder. Other canned foods included are tomatoes, tuna, salmon, sardine spread, and deviled ham.

McCall's

Eleven canned foods are listed in the *McCall's* magazine "July Best Buys In Food." The best buys list is a monthly feature of the magazine. A short article, "Cook it in the cool of the morning," utilizes some of the best buy foods in a menu and in recipes for a main dish and salad.

The article begins, "This midsummer dinner menu with emphasis on easy cooking makes use of many delicious July plentifuls. More than that, it suggests convenience foods used in a convenient fashion—in other words, without additional fuss and bother." The following canned foods were included in the recipes: mushrooms, lemon juice, beets, and tomato sauce.

Food Editors Are Served Breakfast on Board Mayflower II; Told How Canned Foods Contributed to Successful Voyage

Breakfast was served aboard the Mayflower II in her berth at Pier 81, New York City, July 9, to a group of about 25 invited food editors.

The event was for the purpose of emphasizing the fact that canned foods contributed importantly to the successful re-enactment of the historic voyage of the Pilgrim fathers.

In his greetings to the guests and during a question and answer period, Captain Alan Villiers said that the voyage would not have been possible without canned foods. Of 161 items in the provision list, 117 were canned foods in tin or glass containers.

Canned foods made all the difference between the menus of the original Mayflower voyage and that of Mayflower II. As with the first ship, cooking conditions were primitive. There was no refrigeration and all meals were prepared on an old-fashioned cookstove. In the interest of authenticity Captain Villiers included salt meat and sea biscuit, made according to traditional formula; but having made his bow to history, he then proceeded to load up the ship with an assorment of canned meats, vegetables, fruits, juices, soups, and prepared foods like spaghetti. And the beverages included, besides beer, were tea, coffee and canned milk.

The Captain said he wanted to take no chances with scurvy or malnutrition suffered by the passengers and crew in 1620. He insisted on modern foods for the 1957 voyage. Only in this respect and one other—a ship radio, required by 20th century navigation law—did Mayflower II conditions and facilities depart from historical authenticity.

Because of space limitations on the tiny vessel, the invitation list for the July 9 breakfast had to be restricted, but metropolitan newspapers, national women's magazines, radio and TV were represented.

Two breakfasts were served to the guests, under the supervision of the Mayflower chef, Walter Godfrey, who is on leave from his regular position as Chief Steward of the General Steam Navigation Co., Ltd., London. The first was an actual reproduction of a 17th century breakfast as served on the Mayflower of 1620: buttered fresh-baked bread and beer. The guests received this fare as they came over the gangplank and filed past the tiny galley and ate it as they toured the vessel. On their return to midships, they were seated on campstools on the covered hatch to partake of an actual breakfast menu as served on Mayflower II during the crossing: oatmeal (porridge), buttered (scrambled) eggs, stewed tomatoes, baked beans, ham, fresh-baked bread and butter, preserves, tea, and coffee.

The guests had an opportunity not only to see the sights of the ship and talk with crew members, but also to interview Captain Villiers and Mr. Godfrey on the details of the feeding of the crew and the menus followed on the voyage. Each food editor was given a kit of press and broadcasting materials which included a fact sheet about meals aboard the Mayflower, a feature story about Chef Godfrey, and another about the provisions, showing the ample representation of practically all categories of canned foods along with copies of typical menus served during the voyage.

The red canvas seats of the campstools were done with a silk screen reproduction of the Mayflower, and each guest was permitted to keep hers as a souvenir of the occasion.

The program was staged by Dudley-Anderson-Yutzy, acting for two of their clients—the N.C.A. and the United States Brewers Foundation, Inc. Katherine R. Smith, Director of the Consumer Service Division, and Nelson H. Budd, Information Director, attended as representatives of N.C.A.

Purpose of the event was to take advantage of the current general Mayflower attention and publicity and bring into it recognition of the fact that canned foods made their important contribution to the success of the voyage.

This had also been done earlier through a general Associated Press feature release that has had wide publication (see INFORMATION LETTER of June 8). Clippings have come in to date from 59 metropolitan newspapers in 25 states representing a total circulation of 5,102,046. Also the importance of canned foods to Mayflower meals was stressed in feature articles in *National Geographic* and *Life*, representing nearly 8 million more national readership. Another feature story release was mailed out this week to metropolitan newspapers across the country.

Following is text of the fact sheet about the Mayflower meals:

Breakfast: 8 & 8:30 a.m.—always included cereal (usually rolled oats) and eggs, accompanied by canned tomatoes, baked beans, mushrooms,

sausage, bacon or ham; bread, butter, preserves.

Dinner: 12 & 12:30—soup every day; meat dish such as braised beef, steak and kidney pie, pickled pork, corned beef (all meats canned, smoked or salted), potatoes, canned vegetables, heated or as salad, dessert of dried or canned fruit with cream made from evaporated, condensed or dried milk, steamed pudding, custard—canned chicken every Sunday.

Tea: 5 & 5:30 p.m.—choice of meat such as hash, ground meat cutlets, cottage (shepherd's) pie or fish such as sardines, salmon, herring, lobster; dessert of canned fruit, sweet biscuits, tabnabs (fruit cake) baked aboard.

Bread or sea biscuit and butter served at every meal; tea and coffee at every meal; canned fruit juices in midafternoon, tomato juice sometimes at dinner; bottle of beer a day for each crew member.

Vacation and Roadside Meals Featured in Holiday and Look

Ideas that might be useful to canners, brokers and retail distributors in their efforts to expand summer sales of canned foods are contained in two outstanding feature articles that have reached the newstands recently.

The June issue of *Holiday* had six pages of text and color illustrations entitled "The Roadside Gourmet" giving advice on how to stock the family car with packaged foods, and the June 25 issue of *Look* devoted four pages of text and color illustration to vacation and picnic meal suggestions. Canned foods were amply and prominently featured in both these national magazines.

Under the Consumer and Trade Relations Program arrangements were made to obtain reprints of both features and these were mailed to the membership of N.C.A. July 3, with the following covering letter from Executive Secretary Carlos Campbell:

"For the free wheeling American public (18½ million families take to the open road for one-day or longer jaunts), summertime calls for what *Holiday* labels 'a mobile larder.' Whether it's having 'a picnic that is a pleasure'—as *Look* suggests—or becoming a roadside gourmet a la *Holiday* when vacationing by car, canned foods help make the project a success.

"Over 20 million people read *Look* and more than 5 million enjoy *Holiday*. Furthermore, both magazines have tremendous reputations for their merchandisability. The food trade looks to *Look* for interesting yet solid whole family selling approaches . . . and *Holiday* has made a name for itself as the magazine of 'everyday holiday living.'

"When the subject is 'gracious outdoor eating,' canned foods could choose no better spokesmen than *Holiday* and *Look*.

These two attached articles both treat the same summer selling approach from somewhat different angles. Both say one important thing: high style eating from a can or jar is as possible out of doors as inside . . . a good theme for super market merchandisers as well as for consumers. Both contain ideas that might be useful to canners-brokers-distributors in their efforts to expand summer sales."

Canned Corn is Featured

Canned corn is the feature article in the July issue of *Plee-Zing Answer*, trade publication serving independent grocers, with circulation of over 11,000.

Written by Bob Riback, editor of the journal, the article is entitled "The Abundant Food." It presents a well-written history of corn and its evolution into a major canned pack, deals with industry utilization, size of pack, styles, varieties, methods of preparation.

The N.C.A. gave the publication assistance in the form of data from the Consumer and Trade Relations reference book, *The ABC's of Canned Foods*, statistics, recipes, photos of prepared corn dishes made by the Consumer Service Division and of packing operations from the photo file of the Information Division.

'Three Squares' Showings

"The Three Squares", the canning industry movie of the N.C.A., was shown on May 19 to 108 members of the Wisconsin Rapids Kiwanis Club, Wisconsin Rapids, Wis., by H. Ray Sampson of Sampson Canning Co.

On July 1 the movie was shown to 105 members of the Madison Kiwanis Club in Madison, Wis., by Marvin P. Verhulst, executive secretary of the Wisconsin Canners Association.

Shipments of Metal Cans

Shipments of metal cans during the first five months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–May 1956	Jan.–May 1957
	(short tons of steel)	
Fruit and vegetable (including juice)	452,748	458,373
Meat (including poultry)	70,625	61,928
Fish and sea food	44,786	54,426

Poultry Used in Processing

Poultry used in canning and other processed foods during the first five months of 1957 totaled 85,904,000 pounds, an increase of 5 percent over the 81,741,000 pounds used during the same period of 1956, according to a report by the Agricultural Marketing Service of USDA.

	Jan.–May 1956	Jan.–May 1957
	(thousands of pounds)	
Young chickens	6,266	8,833
Mature chickens	65,227	63,570
Turkeys	10,247	13,474
Other poultry	1	27
Total	81,741	85,904

General Crop Conditions

The planted acreage of vegetables for commercial processing is 4 percent smaller than last year and total production of deciduous fruits is expected to be approximately the same as last year, on the basis of conditions July 1 as reported by USDA's Crop Reporting Board.

Decreases from last year are indicated for green lima beans, beets, contracted kraut cabbage, green peas, sweet corn, and tomatoes. Larger acreages than last year are indicated for snap beans, cucumbers for pickles, and winter and spring spinach.

Prospective production of apples, pears, and sour cherries is larger than both last year and average. The peach and plum crops are expected to be smaller than in 1956 but above average, while sweet cherries and apricots are expected to be larger than last year but below average.

USDA said that total crop output this year now seems likely to be the smallest since 1951 because of slow and unpromising starts for main crops planted last fall and this spring in important areas.

Total planted acreage may be the smallest in nearly 40 years.

Some improvement in prospects is possible, USDA reported, if favorable conditions predominate for growth, maturity and harvest, but the spring reverses have lowered chances for matching last year's record high level of per acre yields.

Production of summer vegetables and melons in 1957 is expected to be slightly above last year because of increased acreage. Significantly more watermelons, onions, cantaloupes, celery and sweet corn are expected, but marked declines in production are seen for lettuce, cabbage, and carrots.

Green Peas for Processing

The 1957 prospective production of green peas for processing is estimated at 516,630 tons on the basis of July 1 conditions, according to the Crop Reporting Board of USDA. This compares with the 1956 production of 545,110 tons and the 1946-55 average of 435,340 tons.

The July 1 indicated yield for the United States is 2,245 pounds per acre. This compares with 2,301 pounds of shelled green peas obtained in 1956 and the average of 2,030 pounds for the preceding 10-year period.

State	Production: 10-year ave. 1946-55	Production: 1956	Production: 1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
Maine	6,470	11,030	7,350	−33
N. Y.	23,000	12,960	17,250	+33
Pa.	16,200	11,800	9,800	−17
Ohio	2,180	900	900	....
Ind.	2,950	2,440	1,950	−20
Ill.	26,350	31,060	33,880	+9
Mich.	5,160	4,400	5,940	+35
Wis.	128,470	126,520	142,800	+13
Minn.	46,060	50,700	57,000	+12
Del.	2,560	7,450	6,080	−18
Md.	10,060	12,340	9,780	−21
Va.	1,800	2,530	1,430	−43
Idaho	10,460	19,600	17,400	−11
Colo.	2,910	1,760	1,880	+7
Utah	12,720	8,670	9,570	+10
Wash.	65,640	123,490	90,000	−27
Ore.	50,570	83,200	79,300	−5
Calif.	9,520	20,330	13,350	−34
Other states [1]	12,260	13,870	10,970	−21
U. S. Total	435,340	545,110	516,630	−5

[1] Ark., Iowa, Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Snap Beans for Processing

The 1957 indicated production of snap beans for processing, based on July 1 conditions, is 353,530 tons, according to the Crop Reporting Board of USDA. Such an indicated production exceeds the 1956 production of 328,990 tons by 7 percent and the 1946-55 average of 259,400 tons by about 36 percent.

The preliminary estimate of acreage for harvest is 148,000 acres. This compares with 132,260 acres harvested in 1956 and the 10-year average of 125,620 acres. In arriving at the estimate of acreage for harvest in 1957, allowance was made for abandonment and unharvested acreage in line with the average loss for recent years.

A United States average yield of 2.39 tons per acre is indicated as of July 1. This compares with 2.49 tons obtained last year and the average of 2.05 tons.

State	Production: 10-year ave. 1946-55	Production: 1956	Production: 1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
Maine	5,900	3,400	5,800	+71
N. Y.	44,200	63,800	72,000	+13
Pa.	8,500	12,200	10,600	−13
Mich.	9,400	14,000	11,600	−17
Wis.	18,600	28,200	34,090	+21
Mo.	700	.....	.....	....
Del.	2,800	4,000	3,200	−20
Md.	16,600	17,200	19,800	+15
Va.	5,800	4,200	5,700	+36
N. C.	3,400	4,300	4,000	−7
S. C.	1,400	900	1,100	+22
Fla.[1]	16,100	13,290	19,930	+50
Tenn.	8,700	8,000	10,000	+25
Ark.	8,200	3,300	4,500	+36
La.	800	300	300	....
Okla.	3,300	2,500	2,000	−20
Texas	10,400	9,600	11,700	+22
Colo.	4,800	5,600	4,900	−12
Utah	2,200	3,400	3,000	−12
Wash.	9,500	11,300	9,700	−14
Ore.	52,300	77,400	81,100	+5
Calif.	13,700	24,900	21,700	−13
Other states [2]	12,100	17,200	16,900	−2
U. S. Total	259,400	328,990	353,530	+7

[1] Sum of estimates by seasonal groups.

[2] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Nebr., N. H., N. J., N. M., Ohio, Vt., and Wyo.

Beets for Canning

Reports from beet canners indicate a 1957 planted acreage of 19,920 acres, it is reported by the Crop Reporting Board of USDA. This is 10 percent less than the 1956 planted acreage of 22,250 acres but 14 percent more than the average plantings of 17,520 acres.

These estimates relate to planted acreage. Average loss or abandonment of plantings is about 6 percent.

State	Planted Acreage: 10-year ave. 1946-55	Planted Acreage: 1956	Planted Acreage: 1957 Preliminary	Percent change from 1956
	(acres)	(acres)	(acres)	
N. Y.	4,020	5,100	4,800	−6
Mich.	1,000	750	700	−7
Wis.	7,020	8,500	7,200	−15
Ore.	1,570	1,700	1,700	....
Other states [1]	3,910	6,200	5,520	−11
U. S. Total	17,520	22,250	19,920	−10

[1] Calif., Colo., Del., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, and Wash.

Tomatoes for Processing

The 1957 preliminary estimate of planted acreage of tomatoes for processing is 305,100 acres, according to the Crop Reporting Board of USDA. This is 14 per cent less than the 1956 plantings of 355,200 acres and 22 percent less than the 1946-55 average of 390,710 acres.

If abandonment of planted acreage in 1957 is equal to the 10-year average loss of 2 percent, the 1957 harvested acreage would be about 299,000 acres. This compares with 350,580 acres harvested in 1956 and the 10-year average of 379,920 acres.

State	Planted Acreage: 10-year ave. 1946-55	Planted Acreage: 1956	Planted Acreage: 1957 Preliminary	Percent change from 1956
	(acres)	(acres)	(acres)	
N. Y.	20,480	14,400	12,100	−16
N. J.	30,120	24,700	22,000	−11
Pa.	25,210	23,000	21,000	−9
Ohio	23,010	19,000	15,700	−17
Ind.	50,720	32,600	31,000	−5
Ill.	11,380	10,200	10,500	+3
Mich.	7,750	7,300	7,000	−4
Wis.	1,300	1,100	900	−8
Iowa	1,800	2,000	1,800	−10
Mo.	5,700	1,300	1,300	....
Del.	5,500	3,600	2,900	−19
Md.	27,490	10,600	8,500	−20
Va.	18,040	14,000	12,600	−10
S. C.	1,700	1,400	1,800	+29
Fla.	5,390	9,200	8,100	−12
Ky.	2,450	1,300	1,200	−8
Tenn.	2,600	400	600	+50
Ark.	8,470	3,200	2,500	−22
Okla.	1,360	200	200	....
Texas	20,800	12,000	9,000	−25
Colo.	3,790	3,700	3,100	−16
Utah	7,070	6,000	6,100	+2
Calif.	105,500	151,500	123,000	−19
Other states [1]	2,840	2,500	2,200	−12
U. S. Total	390,710	355,200	305,100	−14

[1] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash., and W. Va.

Lima Beans for Processing

The 1957 planted acreage of green lima beans for processing is 96,750 acres, according to the Crop Reporting Board of USDA. This is 9 percent less than the 1956 plantings of 105,970 acres and 6 percent below the 1946-55 average plantings of 103,160 acres.

These estimates relate to planted acreage for canning and freezing. The 10-year average loss of planted acreage is 5 percent.

Of the 96,750 acres planted to lima beans, the acreage intended for canning is estimated at 29,480 acres, 19

percent less than last year; and the acreage intended for freezing is 67,270 acres, about 3 percent less than last year.

State	Planted Acreage: 10-year ave. 1946-55	1956	1957 Preliminary	Percent change from 1956
	(acres)	(acres)	(acres)	
N. Y.	3,320	3,000	2,000	−33
Pa.	4,900	3,900	3,400	−13
Ohio	870	700	600	−14
Mich.	2,860	1,700	1,200	−29
Wis.	6,840	6,800	5,400	−21
Del.	29,570	23,500	18,400	−22
Md.	4,850	3,800	2,700	−29
Va.	4,490	3,800	2,500	−34
Wash.	1,540	900	730	−19
Calif.	21,400	28,100	31,900	+14
Other states [1]	31,530	29,770	27,920	−6
U. S. Total	103,160	105,970	96,750	−9
For canning and other processing	[2] 41,460	36,300	29,480	−19
For freezing	[2] 68,540	69,670	67,270	−3

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.
[2] Four-year ave., 1952-55; estimates not available prior to 1952.

Type	1956	1957 Preliminary	Percent change from 1956
	(acres)	(acres)	
Fordhooks, total	34,250	36,370	+6
For canning and other processing	5,370	4,300	−20
For freezing	28,880	32,070	+11
Baby Limas, total	71,720	60,380	−16
For canning and other processing	30,930	25,180	−19
For freezing	40,790	35,200	−14

Cabbage for Kraut

The 1957 contract acreage of cabbage for sauerkraut is 7,820 acres, according to the Crop Reporting Board of USDA. This is about 21 percent less than the 9,880 acres under contract to kraut packers in 1956 and 16 percent less than the average annual contract plantings of 9,340 acres during the 1946-55 period.

These estimates include acreage grown by packers on their own or leased land as well as acreage contracted with growers on either an acreage or tonnage basis.

Information is not available at this time on the tonnage that kraut packers intend to purchase on the open market in 1957. The equivalent open market acreage represented about 42 percent of the total planted acreage last year and averaged around 46 percent of the total during the preceding 10-year period.

State	Contract [2]: 1956 Total [1]	1956	1957 Preliminary	Percent change from 1956
	(acres)	(acres)	(acres)	
N. Y.	5,500	1,900	1,700	−10
Ohio	1,400	1,400	1,100	−21
Ind.	950	950	800	−16
Wis.	5,200	2,700	1,800	−33
Other states [3]	3,740	2,930	2,420	−17
U. S. Total	16,790	9,880	7,820	−21

[1] Total acreage is the contract acreage (footnote 2) plus an equivalent acreage from which open market purchases were made.
[2] Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage on contracted tonnage.
[3] Colo., Fla., Idaho, Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

Deciduous Fruit Production

Prospects for production of deciduous fruits in 1957 are reported by the Crop Reporting Board of USDA, on the basis of July 1 conditions, as follows:

Apples

The 1957 commercial apple crop is forecast at 112,904,000 bushels, 12 percent above last year and 3 percent above average. If this prospective production is realized, it will be the largest crop since 1950.

The Eastern states, with 49.6 million bushels in prospect, would have 44 percent of the national production as compared with 46 percent last year and the 10-year average of 44 percent. Prospective production is equal to or above last year for all of the North Atlantic states and West Virginia; below last year for Delaware, Maryland, Virginia, and North Carolina.

Production for the Western states, indicated at 43.9 million bushels, is 35 percent above last year's short crop but only 3 percent above average. Most of the increase is in Washington, although all of the Western states except Colorado report prospective production above last year.

For the Central states the forecast is 19.4 million bushels, 12 percent below last year but 1 percent above average.

Peaches

The production of peaches for 1957 is forecast at 67,347,000 bushels, 4 percent below last year but 5 percent above average. The estimate takes into account a "green drop" program put into effect under the state marketing order on the California clingstone crop.

The California crop of clingstone peaches as of July 1 is placed at 24,502,000 bushels, 10 percent below last year but still 13 percent above average. Indicated production is now 16 percent below the June 1 forecast as the result of the "green drop" program. The California freestone crop is the third largest of record, with 13,084,000 bushels indicated.

The crop in New York is only one-sixth as large as in 1956.

Pears

The pear crop is forecast at 33,461,000 bushels. If realized, such a crop would be second only to the 1947 crop of 34,052,000 bushels, 4 percent above last year and 12 percent above the 1946-55 average.

The Bartlett crop in the Pacific Coast states is placed at 22,950,000 bushels, 9 percent above last year and 21 percent above average. Winter pears in these three states are forecast at 7,720,000 bushels, slightly more than last year's crop and 14 percent above average.

Sweet Cherries

The sweet cherry crop is estimated at 86,100 tons, 26 percent above last year's crop but 11 percent below average. Prospects declined 4 percent during June, with losses in the West. The crop in the Great Lakes area has made good growth and prospects are well above last year.

Sour Cherries

The sour cherry crop is estimated at 133,970 tons, 34 percent above last year and 6 percent above the 10-year average. All producing states except Ohio and Colorado are expecting larger crops than last year.

Apricots

The total apricot crop in California, Washington and Utah is estimated at 211,000 tons, 8 percent above last year but 6 percent below average.

Plums

The indicated production of plums in California and Michigan is 88,500 tons, about 16 percent less than the 104,000 tons produced there last year.

Crop	1956	1957 Indicated	Percent change from 1956
	(thousands of bushels)		
Apples	100,623	112,904	+12
Peaches	69,859	67,347	−4
Pears	32,322	33,461	+4
	(tons)	(tons)	
Sweet cherries	68,270	86,100	+26
Sour cherries	99,940	133,970	+34
Apricots	195,900	211,000	+8
Plums	104,900	88,500	−16

Production of Field Crops

Prospects for 1957 production of potatoes, sweet potatoes, durum wheat, dry edible beans, dry peas, and rice are reported by the Crop Reporting Board of USDA, on the basis of July 1 conditions, as follows:

SWEET POTATOES

The sweet potato crop is forecast at 16,610,000 hundredweight, 2 percent below the 1956 crop and 18 percent below average. The decline in prospective production from 1956 is the result of the smaller acreage for harvest this year. The estimate of 273,800 acres for 1957 is 4 percent below the 284,700 acres in 1956. Based on July 1 conditions, yield per acre is placed at 60.7 hundredweight compared with 59.4 hundredweight for the 1956 crop and the 1949-55 average of 54.0 hundredweight.

Smaller acreages than last year are indicated in Louisiana, Missouri, South Carolina, Georgia, Florida, Tennessee, Arkansas, Oklahoma and Texas. Some increase in acreage is shown in Kansas, Maryland, Virginia, North Carolina, and California. The same acreage for harvest as in 1956 is indicated in New Jersey, Kentucky, Alabama, and Mississippi.

Louisiana, which had 30 percent of the U. S. acreage in 1956, shows a 7 percent decline from the 85,000 acres harvested last year. North Carolina, second largest producer, increased acreage by 6 percent.

Crop	1956	1957 Indicated	Percent change from 1956
	(thousands of cwt.)		
Potatoes [a]	77,082	80,324	+4
Sweet potatoes	16,922	16,610	−2
	(thousands of bushels)		
Durum wheat	30,607	30,791	....
	(thousands of bags)		
Dry edible beans	17,114	16,683	−3
Dry peas	4,652	3,104	−33
Rice	47,402	38,930	−18

[a] Five seasonal groups: winter, early spring, late spring, early summer, and late summer; excludes fall.

Grapefruit under P. L. 480

USDA has issued to the United Kingdom an authorization under Title I of P.L. 480 to purchase up to $350,000 worth of canned grapefruit sections, U. S. Grade A or better, originating from fruit produced in the U. S.

Purchases will be made through private trade channels by London Fruit Exchange, Spitalfields, E. (1) London, England; Fruit Exchange, New Street, Cardiff, Wales; Fruit Market, Glasgow C1, Scotland; Fruit Exchange, 10 Victoria St., Liverpool (2), England; and St. George's, Belfast, Northern Ireland.

The authorization is No. 19-05. Reimbursement to the U. K. purchasers will be made by CCC only for fruit procured between July 15 and September 30 and shipped between those dates.

Further information regarding this program may be obtained from the Foreign Trade Programs Division, Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.; phone Republic 7-4142, extension 6211 or 5433.

Philippine Tariff Rates

The Philippine Republic has established a new tariff and customs code, with a new tariff classification and new, higher rates of duty on almost all articles, according to *Foreign Commerce Weekly*, official publication of the U. S. Department of Commerce.

The new tariff and customs code was placed in effect July 1, according to the report. It represents the first major overhaul of the Philippine tariff law since 1909.

Under terms of the revised trade agreement between the United States and the Philippine Republic, U. S. articles imported into the Philippines during the three-year period 1956-58 will be subject to duties at 25 percent of the regular tariff rates (see INFORMATION LETTER of Sept. 10, 1955, page 303).

British Token Import Plan

Applications for a share in the initial distribution of quota balances under the British Token Import Plan must be submitted to the Bureau of Foreign Commerce by August 31.

Quota balances are available for a number of canned vegetable products.

Applicants must have accepted an order or sales contract with their United Kingdom importers. Applications should be submitted to the British Token Import Plan Unit, British Commonwealth Division, Bureau of Foreign Commerce, U. S. Department of Commerce, Washington 25, D. C.

Applications for quota balances still available after the initial distribution will be considered between September 1 and December 31 in the order received.

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.), to raise Title I authorizations from $3 billion to $4 billion and extend P. L. 480 to June 30, 1958, was passed by the Senate April 1 and by the House June 21. The conference report was adopted by the House July 9.

Alaska statehood—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were approved by Senate Interior Subcommittee July 1.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees.

FDA food additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills will be the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee beginning July 15. N.C.A. supports H. R. 8390 and H. R. 8629.

Fishermen's Protective Act—Bills to broaden protection of fishermen on the high seas were the subject of a hearing by a House Merchant Marine Subcommittee April 17.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, has been referred to House Judiciary Committee.

ICC agricultural exemption—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b)(6) of the Interstate Commerce Act, have been introduced.

ICC private carrier definition—S. 1677 (Magnuson of Wash.) and H.R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

ICC private carrier registration—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to require private motor carriers to register with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12 and

further action on the bill has been postponed indefinitely.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

North Pacific Fisheries Act—S. 2212, to extend the area of federal control over net fishing of salmon and certain other fish, was passed by the Senate June 26. H. R. 7974 was reported by House Merchant Marine and Fisheries Committee July 8.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was approved, without recommendation, by the Senate Antitrust Subcommittee June 21 and is pending before the Judiciary Committee. Similar bills are subject of hearings by House Agriculture Committee.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and by the Senate Agriculture Committee May 21-22. N.C.A. opposes application to canning.

Poultry inspection—S. 1747 (Aiken of Vt.), providing for compulsory USDA inspection of poultry products, was passed by the Senate April 8. H. R. 6814 was passed by House July 9.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 28.

Raw product bargaining—S. 1743 (Aiken of Vt.), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee, which has requested USDA views; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee. No action scheduled.

Reorganization Act—S. 1791, to extend to June 1, 1959, the authority of the President to reorganize the executive branch, was passed by the Senate June 1 and by the House, with amendments, July 10.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21 and is pending before the Judiciary Committee.

Small Business Administration—H. R. 7963, to make the SBA a permanent agency and to revise its authority, was passed by House June 25. S. 2504, to extend the SBA one year, was reported by Senate Banking Committee July 9.

Sockeye Salmon Fishery Act—S. 1806, to amend the Sockeye Salmon Fishery Act of 1947 so as to extend regulatory authority of the International Pacific Salmon Fisheries Commission to include pink salmon, was signed by the President July 11 and is P. L. 85-102.

Wage-Hour—S. 1853 (Kennedy), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The Senate Labor Committee considered the bill in executive session on May 22, May 28, June 5 and June 25-26 but took no final action. House bills were considered by House Labor Subcommittee in executive session June 3, June 14, and June 18-20.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

Industry View Surveyed on Characteristics of Apples

The N.C.A. sent to all canners of apple slices and applesauce this week a form on which the industry is asked to comment on desirable characteristics for apples for processing and to list the present-day varieties which most nearly approach those specifications.

The information received from the apple processing industry will be combined by the Raw Products Research Bureau into a single summary list of specifications for distribution to those engaged in apple breeding. Individual sources of information will not be disclosed.

Fruit breeders at state agricultural experiment stations and in the USDA who are actively engaged in an apple breeding program had requested that the industry furnish a summary of industry opinion as a guide to the development of new varieties better suited to the needs of the apple canners. The survey of industry opinion was undertaken by the N.C.A. with the approval of the Fruit Projects Steering Committee, a unit of the Raw Products Technical Advisory Committee.

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